WALL'S®

Unilever

Unilever Point of Sale Materials for Wholesalers

Just follow the Wall's "Six Steps to Sell" to grow your Ice Cream sales

No.1 Let people know you sell ice cream

Use branded Point of Sale items like pavement signs, flags and bins.

No.2 Make your cabinet easy to find

Site your cabinet near the till and other impulse products.

No.3 Draw attention to your cabinet

Use our range of internal Point of Sale to ensure your cabinet stands out.

No.4 Keep your cabinet clean & full

No.5 Stock the best sellers

1. Wall's Magnum Classic
2. Wall's Magnum White
3. Wall's Calippo Orange
4. Wall's Twister
5. Wall's Magnum Infinity
6. Wall's Feast Chocolate
7. Cadbury Flake® 99 Chocolate
8. Wall's Cornetto Strawberry
9. Wall's Solero Exotic Explosion
10. Wall's Magnum Mint
11. Wall's Magnum Double Caramel
12. Wall's Haribo® Push Up
13. Wall's Cornetto Enigma
14. Mars® Xtra Vanilla Caramel
15. Cadbury's Crunchie® Blast
16. Wall's Magnum Almond
17. Wall's Cornetto Classico
18. Nestle Rowntree's® Fruit Pastille
19. Nestle Fab® Vanilla & Strawberry
20. Cadbury's Dairy Milk®

Top selling impulse lines*

- Choc Snacks
- Kids
- Filled Cones
- Adult Refreshment

No.6 Stock ice cream all year round

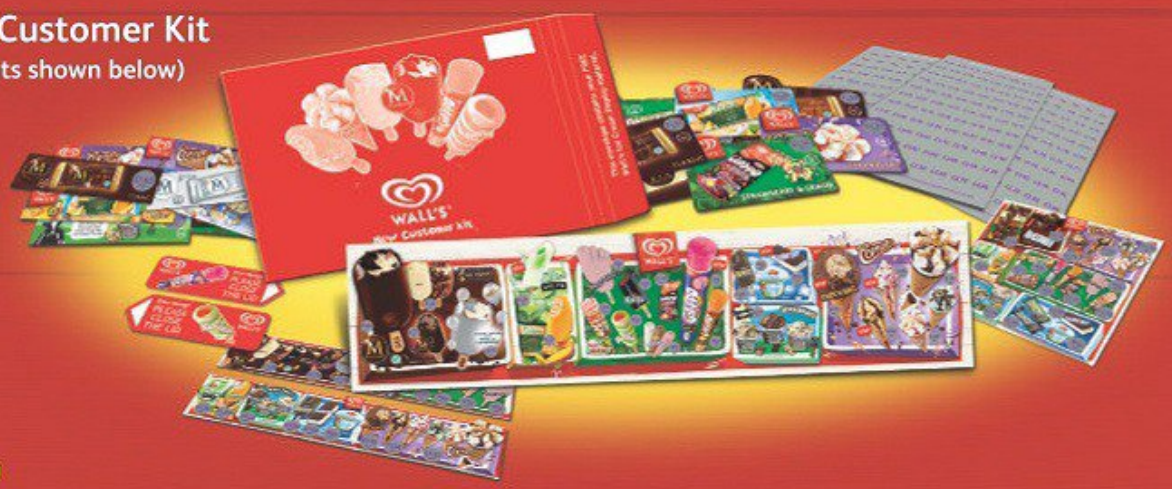
40% of ice cream sales occur in the winter – stock winter ranges to maximise profits!**

* SIG, Total Impulse Value Sales, 12 w/e 28th Sept 2013

** IRI, SIG Integrated Snack Outlets, Value Sales for the Low Season as a % of 52 we 16th March 2013 (Low season defined: 1st September 2012 - 16th March 2013

Wall's Internal Point of Sale

New Customer Kit
(contents shown below)



NCK14

Headerboard / Slimline Headerboard

Impulse Strips

Basket Labels (Full-Set)

Maxivision Labels (Including Ben & Jerry's)

Price Roundels (Inside/ Outside/Higher-Prices)

Till Sticker

Close the Lid Stickers

Wobbler

WOB14

3D Effect Cash Matt

CSHMT14

Magnetic Frame & Insert

MGFRME / MGINSRT14

Indoor Bin

IBIN14

NB: All items subject to availability

Magnum 25th Birthday Kit

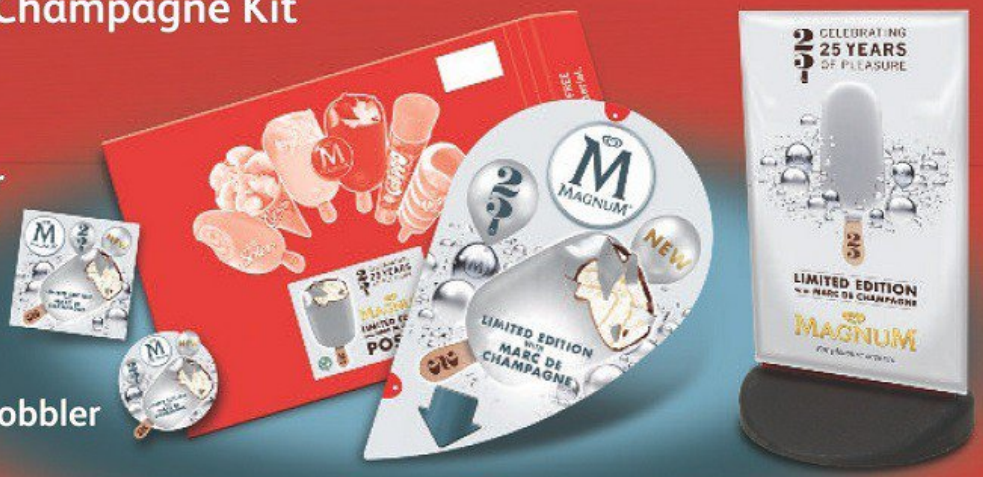
Freezer Sticker

Wobbler

A3 Window Frieze

MAGNPDKIT

Marc De Champagne Kit



Freezer Sticker

Wobbler

Freezer Flags

Pavement Sign Sleeve

MDCNPDKIT

£1 Cornetto Kit

Freezer Flags

Wobbler

Headerboard

Freezer Sticker

VALUENPDKIT

NB: All items subject to availability

Wall's External Point of Sale

Window Frieze

WF14

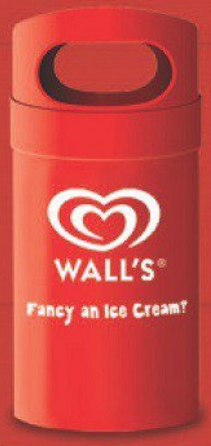
Pavement Sign – Wall's

PSW14

Open/Close Sign

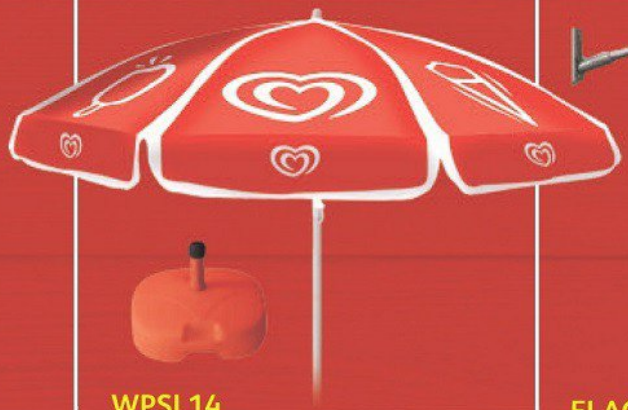
OC14

Outdoor Bin



BIN14

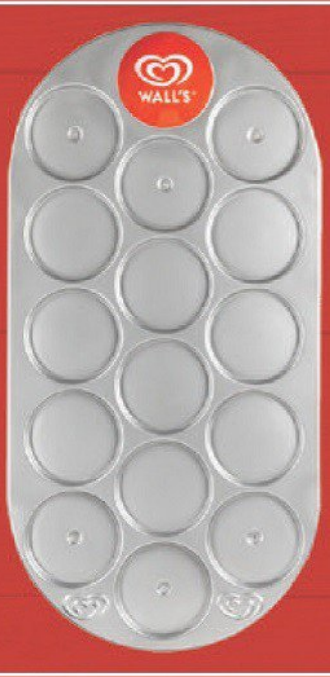
Parasol & Base



WPSL14

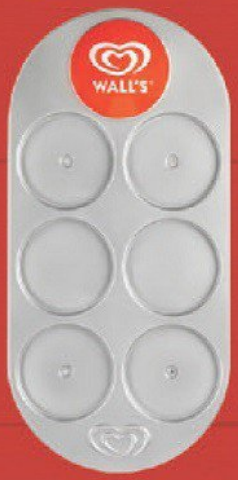
Flag & Holder

FLAG14



Seasonal Board (Large/Small)

SBL14 / SBS14



Product Stickers

PS14

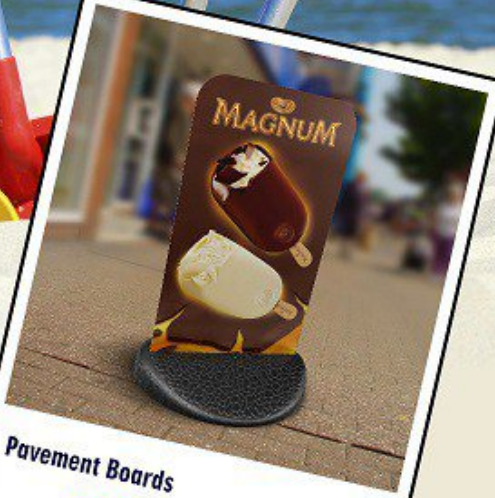
NB: All items subject to availability

DONALD'S MAKES SELLING EASY..

Point of Sale Items

Pavement Boards
FREE
Wall's

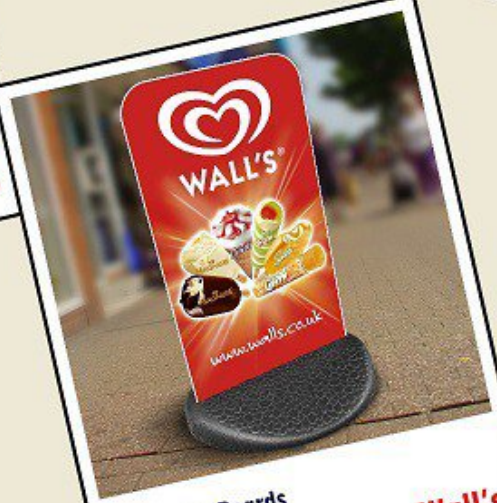
Wall's Bin
ASK!!
Wall's



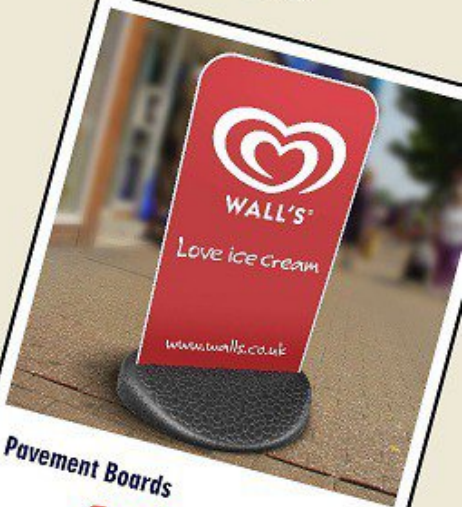
Pavement Boards
FREE
Wall's

PAVEMENT STANDS
100% FREE
CALL US NOW
TO ORDER ONE!!

Pavement Boards
FREE
Wall's



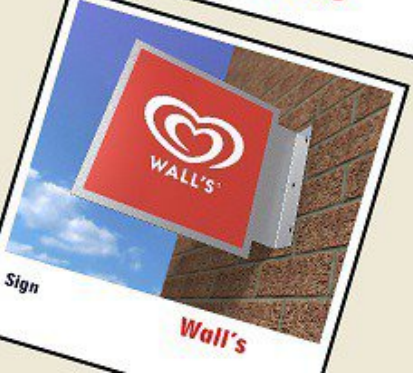
Pavement Boards
FREE
Wall's



Pavement Boards
FREE
Wall's

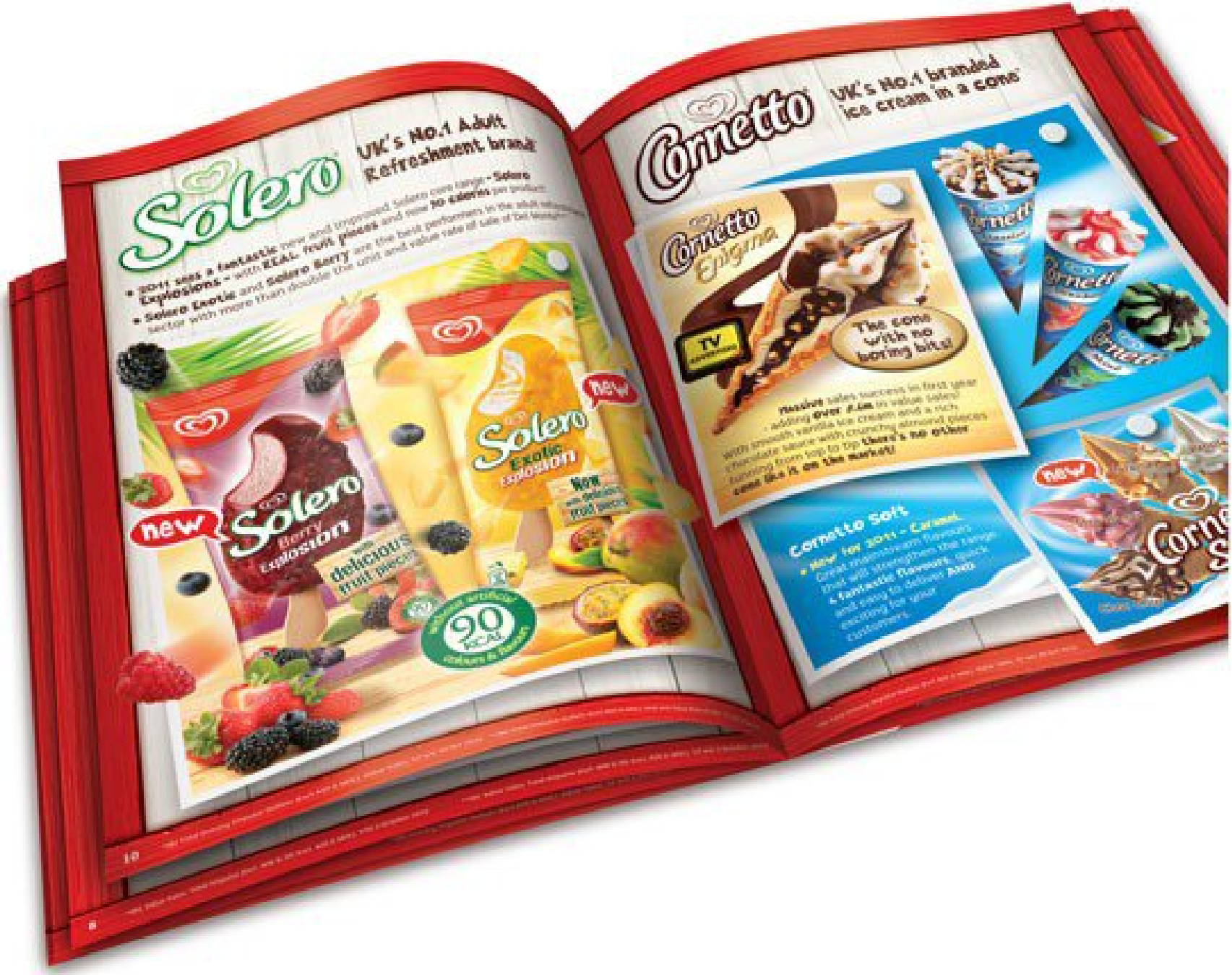
Window Signs
FREE
Wall's

Flag
FREE
Wall's



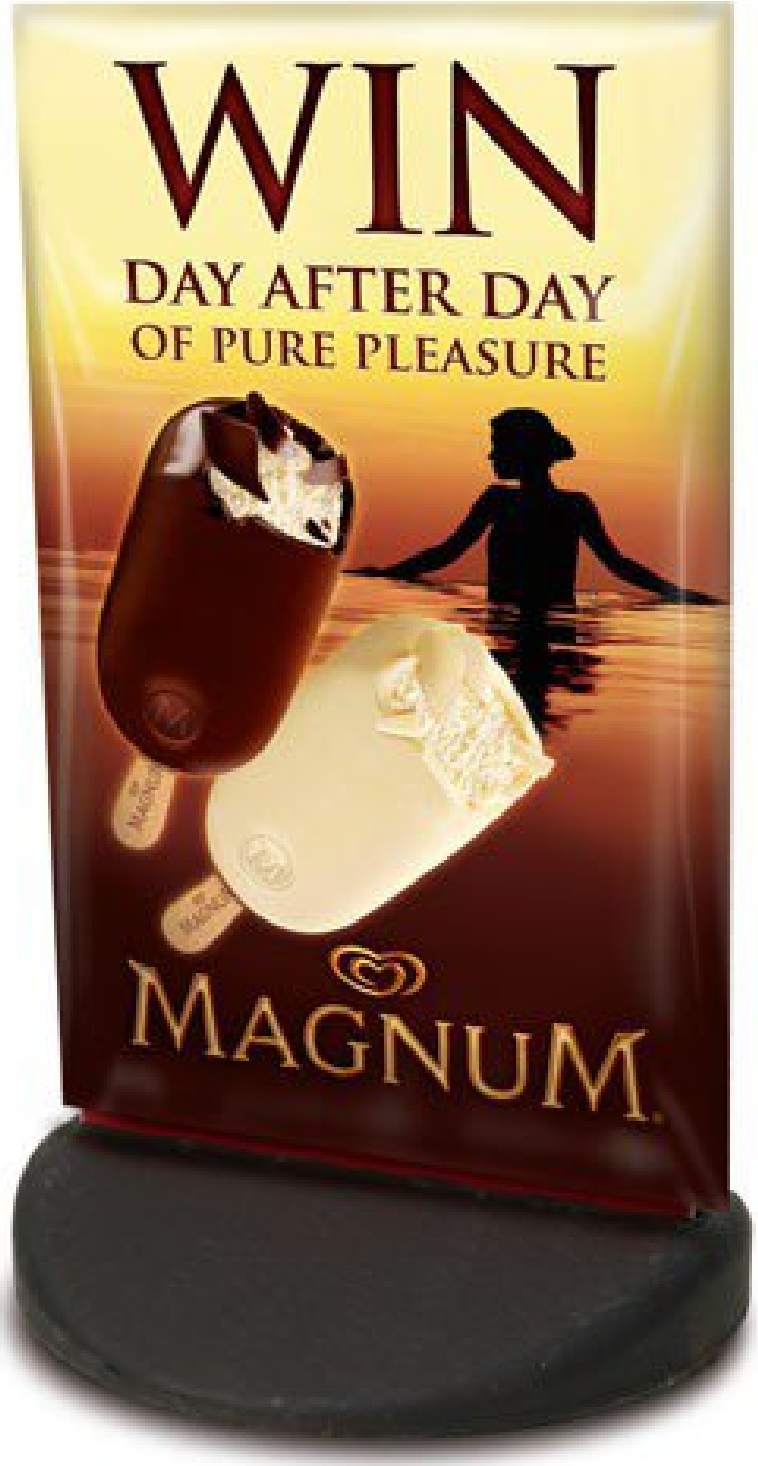
Sign
Wall's

MAGNUM
THE UK'S NO.1
ICE CREAM BRAND
MAGNUM
CLASSIC
NO.1
MAGNUM
MINI
WIN DAY AFTER DAY OF PURE PLEASURE
ON PACK PROMO
BUILD ON THE SUCCESS OF THE 2010 PROMOTION WHICH HAD OVER 400,000 ENTRIES
FANTASTIC RATE OF SALE DRIVER FOR MAGNUM
MAGNUM
COCOA
WALL'S
Unilever Ice Cream
2011
FEAST
These great brands WILL make you more money.
See inside!
MAGNUM
WHITE
MAGNUM
CLASSIC
BEN & JERRY'S
MAGNUM

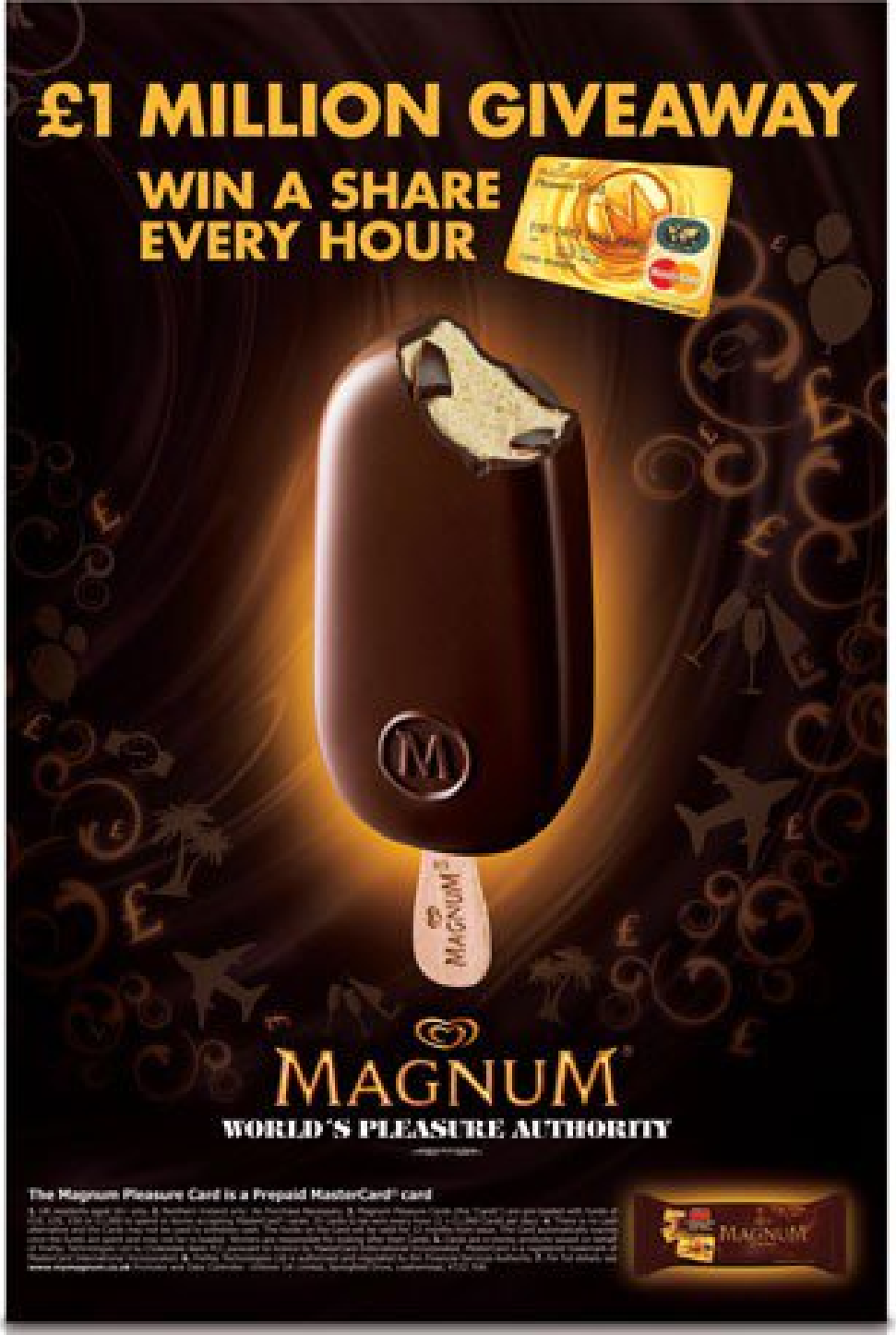

Solero
UK's No.1 Adult Refreshment brand
new
Solero
Berry Explosion
Solero
Exotic Explosion
90 kcal
Cornetto
UK's No.1 branded ice cream in a cone
Cornetto Enigma
TV
The cone with no boring bits!
Cornetto Soft
New for 2011 - Cream
new

WALL'S
MAGNUM
WIN
NEW
Cornetto
Solero
FEAST
Original Feast
TWISTER
Twister
80p
NEW
MAGNUM
Ecuador Cocoa
Cornetto
Enigma
£1.00
Classico
MAGNUM
Classic
CLIPPO
Orange
Strawberry
MAGNUM
WIN
£1.40
new
50p

CARTE D'OR
Vanilla
Irresistibly smooth Vanilla ice cream made with madagascan vanilla pods
Strawberry
Creamy strawberry ice cream with strawberry sauce & real strawberries
Cherry
New
Mint
Mascarpone
New
Raspberry Sorbet
Fruity raspberry sorbet filled with real raspberries
Refreshing & Tangy lemon sorbet
Milk chocolate ice cream with chocolate pieces


WIN
DAY AFTER DAY
OF PURE PLEASURE
MAGNUM

WALL'S
Cornetto
Soft
www.LoveIceCream.com


£1 MILLION GIVEAWAY
WIN A SHARE
EVERY HOUR
MAGNUM
WORLD'S PLEASURE AUTHORITY
The Magnum Pleasure Card is a Prepaid MasterCard® card

£1 MILLION GIVEAWAY
WIN A SHARE
EVERY HOUR
MAGNUM

WALL'S
Unilever
Cornetto
Enigma

Telephone
Cornetto
Enigma
adidas